

10 C's Traits	Exceptional (5)	Excellent (4)	Good (3)	Fair (2)	Poor (1)	Total
Clarity - unambiguous, meaningful and purposeful sentences using simple words preferring an active voice and simple present tense.						
Concision - Characterized by precise, economical, and even terse wording. This may include the introduction of visual elements such as chart, tables, graphs, figures, diagrams, lists and procedural steps and markers to convey complex material effectively and easily using minimal space.						
Concreteness & Specificity - Using descriptors judiciously to remove ambiguity and center the message closer to the intended meaning. Removing vagueness with description and facts that paint clearer pictures for readers.						
Completeness - Provides what user needs to process the information at hand. Where needed; citations and links to relevant conceptual and reference material have been provided.						
Courteousness/Consideration - Expending attention to the removal of bias from any source from which it often arises, like age, ability, sex, gender, sexual preference, religion, nationality (etc.). For example: All images and figures have alt text/ gender biased language is revised/ opinion that favors one group is replaced with fact/ inflammatory language is replaced with plain language/ headings are constructed in a way that assists screen readers, and so on.						
Coherence - Characterized by well delineated/defined topic and logically extrapolated details. Framework can include a worthwhile TOC, Indexes, and well-organized hierarchy of headings that ensure logically organized communication of information and procedural steps. Structure that is easy to comprehend and follow.						
Constructiveness - avoiding unnecessary negativity. Framing ideas in the positive rather than the negative focusing on possibilities instead of limitations.						
Credibility - The document shows competence and professionalism, inspiring trustworthiness through high attention to every detail from design to delivery. In the process of building this ethos facts are checked, sources are cited, errors are found and resolved.						
Consistency - Documents should use the same words, terminology, acronyms or abbreviations throughout and ensure the content is properly organized by uniform style structures through development of, and adherence to, style guides and style sheets.						
Correctness - Ensures all issues of mechanics and style, like grammar, syntax, punctuation, capitalization, and spelling, etc. are without error to increase the potential for effective communication. (5%)						
Deadlines and Genre conventions (50%)	50pts On time, complete, and consistent with the genre	40pts Missing component of the genre or 1 day late	30pts Missing significant component of the genre or 2 days late	20pts Missing significant components of the genre or 3 days late	10pts Missing significant components of the genre or 4 days late	